



By Express Mail # EL628565065US

## CLAIMS

What is claimed is:

1. 1. A method of dynamically pricing and/or generating an advertising message to be sent to at least one of a plurality of mobile terminal users, the method comprising:
  4. selecting at least one of a plurality of mobile terminals using at least one criteria;
  6. maintaining information about the at least one of a plurality of mobile terminal users matching the at least one criteria;
  8. creating an advertising message to be sent to the selected at least one of a plurality of mobile terminals, the advertising message including content dynamically generated based on a number of mobile terminals selected using the at least one criteria to receive the advertising message;
  12. defining a price of the advertising message based on the number of the at least one of mobile terminal users matching the at least one criteria;
  14. distributing the advertising message to the at least one of a plurality of mobile terminal users matching the at least one criteria; and
  16. debiting a service user the price of the advertising message distributed to the at least one of a plurality of mobile terminal users matching the at least one criteria.

1                   2.     The method of claim 1, wherein the at least one criteria comprises at least  
2     one criteria of a group of criteria consisting of the number of mobile terminals in a specific  
3     location, profiles of the plurality of mobile terminals, a time at which the advertising message is  
4     to be sent, a business density of the service user sponsoring the advertising message, and  
5     campaign limitations of an advertisement campaign.

1                   3.     The method of claim 1, further comprising obtaining user information  
2     about the mobile terminal users, and wherein the step of selecting the at least one of a plurality of  
3     mobile terminals that is to be sent an advertising message comprises specifying a type of user to  
4     whom the advertising message should be provided in accordance with the obtained user  
5     information.

1                   4.     The method of claim 1, wherein the advertising message comprises an  
2     electronic coupon.

1                   5.     A method of dynamically generating an advertising message sent to mobile  
2     terminal users, the method comprising:  
3                           selecting at least one of a plurality of mobile terminals using at least one specific  
4     criteria; and

5 creating an advertising message to be sent to the selected at least one of a plurality  
6 of mobile terminals, the advertising message including content dynamically generated based on a  
7 number of mobile terminals selected using the at least one specific criteria to receive the  
8 advertising message.

1                   6.        The method of claim 5, wherein the at least one specific criteria comprises  
2        at least one criteria of a group of criteria consisting of the number of mobile terminals in a  
3        specific location, profiles of the plurality of mobile terminals, a time at which the advertising  
4        message is to be sent, a business density of a service user sponsoring the advertising message, and  
5        campaign limitations of an advertisement campaign.

1                   7. The method of claim 5, further comprising obtaining user information  
2                   about the mobile terminal users, and wherein the step of selecting the at least one of the plurality  
3                   of mobile terminals that is to be sent an advertising message comprises specifying a type of user  
4                   to whom the advertising message should be provided in accordance with the obtained user  
5                   information.

1                   9. The method of claim 5, wherein the step of obtaining user location  
2 information comprises obtaining user location information from at least one element of a group  
3 consisting of a mobile terminal identifier, a cell identifier identifying a cell of a mobile  
4 communications network with which the mobile terminal is communicating, a global positioning  
5 system identifying the position of the mobile terminal, a wireless local area network with which  
6 the mobile terminal communicates, and a terminal with which the mobile terminal communicates  
7 over a short range communication link.

1                   10. The method of claim 5, wherein the content of the advertising message  
2 comprises an electronic coupon, and the method further comprises:  
3                   receiving the electronic coupon at a particular terminal of the selected mobile  
4 terminals; and  
5                   redeeming the electronic coupon by transmitting the electronic coupon from the  
6 particular terminal to a coupon redemption terminal to redeem a special offer specified in the  
7 electronic coupon.

1                   11. The method of claim 10, wherein the step of creating the advertising  
2 message comprises dynamically assigning a monetary value to the special offer specified in the  
3 electronic coupon, and the method further comprises specifying a second criteria for determining  
4 the monetary value of the special offer.

1                   12. The method of claim 10, wherein the step of transmitting the electronic  
2                    coupon comprises transmitting the electronic coupon to the particular terminal over either of a  
3                    short range communication link and a wireless local area network.

1                   13. The method of claim 10, further comprising validating the electronic  
2                    coupon.

1                   14. The method of claim 10, further comprising tracking the use of the  
2                    electronic coupon.

1                   15. The method of claim 5, further comprising transmitting the advertising  
2                    message using a short range communication transmitter located at a particular location to the  
3                    selected mobile terminals, and wherein the content of the advertising message further comprises  
4                    location coordinates of the short range communication transmitter.

1                   16. The method of claim 15, further comprising determining at a particular  
2                    mobile terminal of the selected mobile terminals a current location of the particular mobile  
3                    terminal using the location coordinates.

1                   17. A method of dynamically pricing an advertising message sent to at least  
2                    one of a plurality of mobile terminal users, the method comprising:

1                   18. The method of claim 17, wherein the at least one criteria comprises at least  
2 one criteria of a group of criteria consisting of the number of mobile terminals in a specific  
3 location, profiles of the plurality of mobile terminals, a time at which the advertising message is  
4 to be sent, a business density of the service user sponsoring the advertising message, and  
5 campaign limitations of an advertisement campaign.

1                   19. The method of claim 17, further comprising obtaining user information  
2                   about the mobile terminal users, and wherein the step of selecting the at least one of a plurality of  
3                   mobile terminals that is to be sent an advertising message comprises specifying a type of user to  
4                   whom the advertising message should be provided in accordance with the obtained user  
5                   information.

1                   20. The method of claim 17, wherein the advertising message comprises an  
2 electronic coupon.

1                   21. A system of dynamically pricing and/or generating an advertising message  
2 to be sent to at least one of a plurality of mobile terminals, comprising:  
3                   at least one of a plurality of mobile terminals;  
4                   a network with which the at least one of a plurality of mobile terminals  
5 communicates;  
6                   a server communicating with the network, the server comprising:  
7                   means for selecting at least one of a plurality of mobile terminals using at  
8 least one criteria;  
9                   means for maintaining information of the at least one of a plurality of  
10 mobile terminal users matching the at least one criteria;  
11                   means for creating an advertising message to be sent to the selected at  
12 least one of a plurality of mobile terminals, the advertising message including content  
13 dynamically generated based on a number of mobile terminals selected using the at least one  
14 criteria to receive the advertising message;  
15                   means for defining a price of the advertising message based on the number  
16 of the at least one of mobile terminal users matching the at least one criteria;  
17                   means for distributing the advertising message to the at least one of a  
18 plurality of mobile terminal users matching the at least one criteria; and

19 means for debiting to a service user the price of the advertising message  
20 distributed to the at least one of a plurality of mobile terminal users matching the at least one  
21 criteria.

1                   22. The system of claim 21, wherein the at least one criteria comprises at least  
2 one criteria of a group of criteria consisting of the number of mobile terminals in a specific  
3 location, profiles of the plurality of mobile terminals, a time at which the advertising message is  
4 to be sent, a business density of the service user sponsoring the advertising message, and  
5 campaign limitations of an advertisement campaign.

1                   23. The system of claim 21, further comprising means for obtaining user  
2 information about the mobile terminal users, and wherein the means for selecting the at least one  
3 of a plurality of mobile terminals that is to be sent an advertising message comprises means for  
4 specifying a type of user to whom the advertising message should be provided in accordance with  
5 the obtained user information.

1                           24. The system of claim 21, wherein the advertising message comprises an  
2 electronic coupon.

1                   25. A communication system for providing an advertising message to a  
2 plurality of mobile terminals, the system comprising:

3                   a dedicated server communicating with a communications network for updating  
4    a database including information selecting at least one of a plurality of mobile terminals using at  
5    least one specific criteria;

6                   an advertising message to be sent to the selected at least one of a plurality of  
7    mobile terminals including content to be sent to the selected at least one of a plurality of mobile  
8    terminals, the content of the advertising message being dynamically generated based on a  
9    number of mobile terminals selected using the at least one specific criteria to receive the  
10   advertising message before being sent to the selected mobile terminals; and

11                  a transceiver communicating with the dedicated server for transmitting the  
12   advertising message to the selected at least one of a plurality of mobile terminals.

1                   26.    The communication system of claim 25, wherein the at least one specific  
2    criteria comprises at least one of a group consisting of the number of mobile terminals in a  
3    specific location, profiles of the plurality of mobile terminals, a time at which the electronic  
4    coupon message is to be sent, a business density of a service user sponsoring the electronic  
5    coupon message, and advertisement campaign limitations of an advertisement campaign.

1                   27.    The communication system of claim 25, wherein the information in the  
2    database comprises user profile information compiled from users of the plurality of mobile  
3    terminals.

1                   28.     The communication system of claim 25, wherein the information in the  
2     database comprises user location information for at least one of an element of a group consisting  
3     of a mobile terminal identifier, a cell identifier identifying a cell of a mobile communications  
4     network with which the mobile terminal is presently communicating, a global positioning system  
5     identifying the position of the mobile terminal, a wireless local area network with which the  
6     mobile terminal communicates, and a terminal with which the mobile terminal communicates over  
7     a short range communication link.

1                   29.     The communication system of claim 25, wherein the content of the  
2     electronic coupon message comprises an electronic coupon, and the communication system further  
3     comprises a coupon redemption terminal to which the electronic coupon may be transmitted for  
4     redemption of the electronic coupon after receipt of the electronic coupon at a particular mobile  
5     terminal of the selected at least one of a plurality of mobile terminals.

1                   30.     The communication system of claim 29, wherein the electronic coupon  
2     specifies a special offer having a dynamically assigned monetary value, and the communication  
3     system further comprises a second criteria for determining the monetary value of the special offer.

1                   31.     The communication system of claim 29, further comprising one of a short  
2     range communication link and a wireless local area network for transmitting the electronic coupon  
3     to the particular mobile terminal of the selected mobile terminals.

1                   32. The communication system of claim 29, wherein the communication  
2 system further comprises a validation procedure for verifying the authenticity of the electronic  
3 coupon.

1                   33. The communication system of claim 29, further comprising a tracking  
2 procedure for tracking the use of the electronic coupon.

1                   34. The communication system of claim 25, wherein the transceiver comprises  
2 a short range communication transmitter located at a particular location to transmit the electronic  
3 coupon message to the selected mobile terminals, and wherein the content of the electronic  
4 coupon message further comprises location coordinates of the short range communication  
5 transmitter.